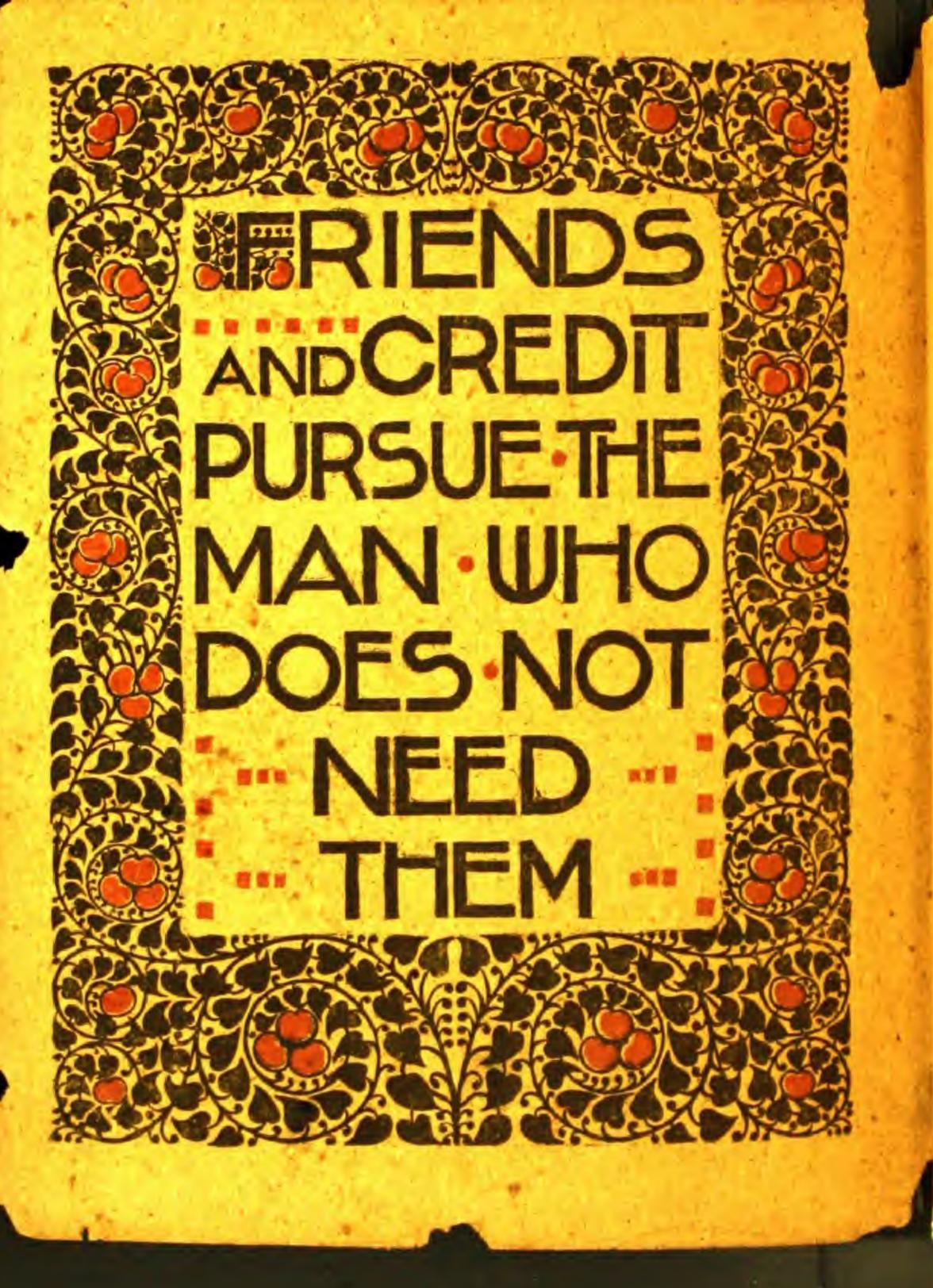
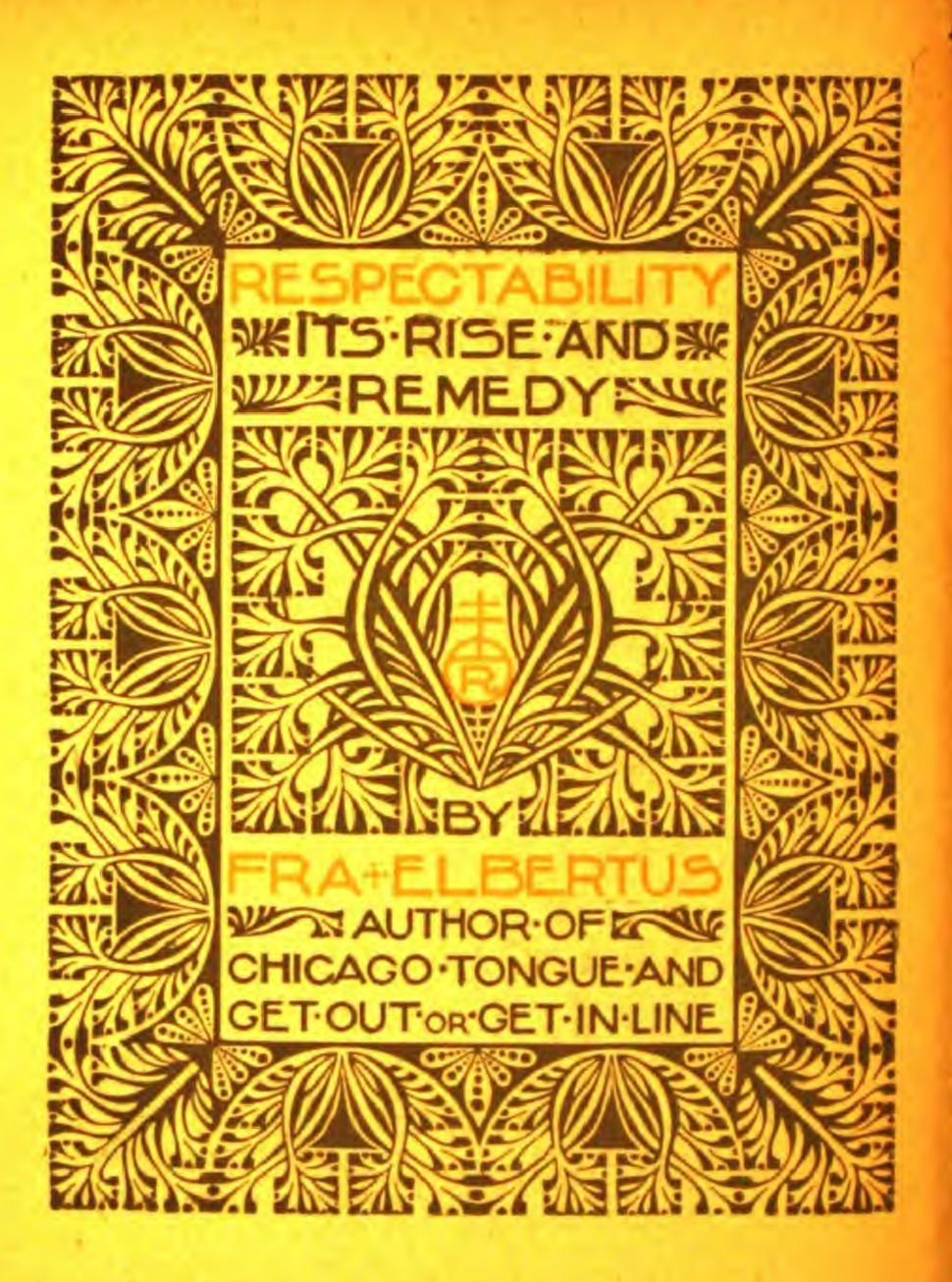
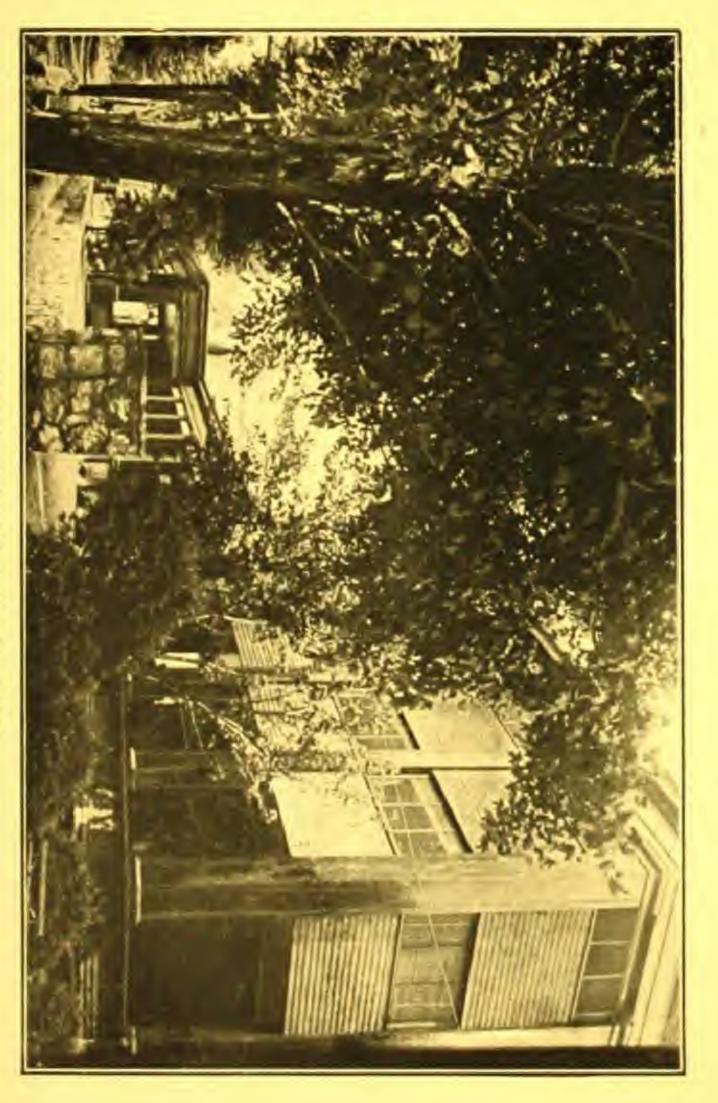
CATALOG of SOME BOOKS E-THINGS made by the ROY CROFTERSat their SHOP oppo site the SCHOOL HOVSE in EAST AVRORA



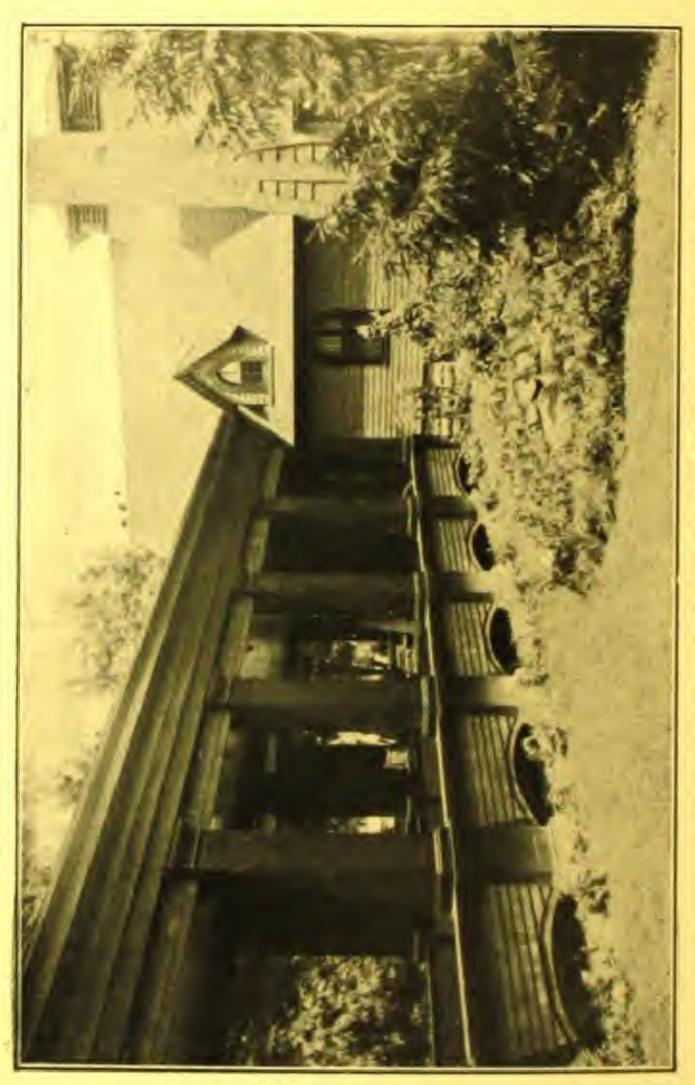


Get rid of your regrets You are what you are from what you have experienced And rightly understood 2 experiences are coood & the bitter ones best of all of of

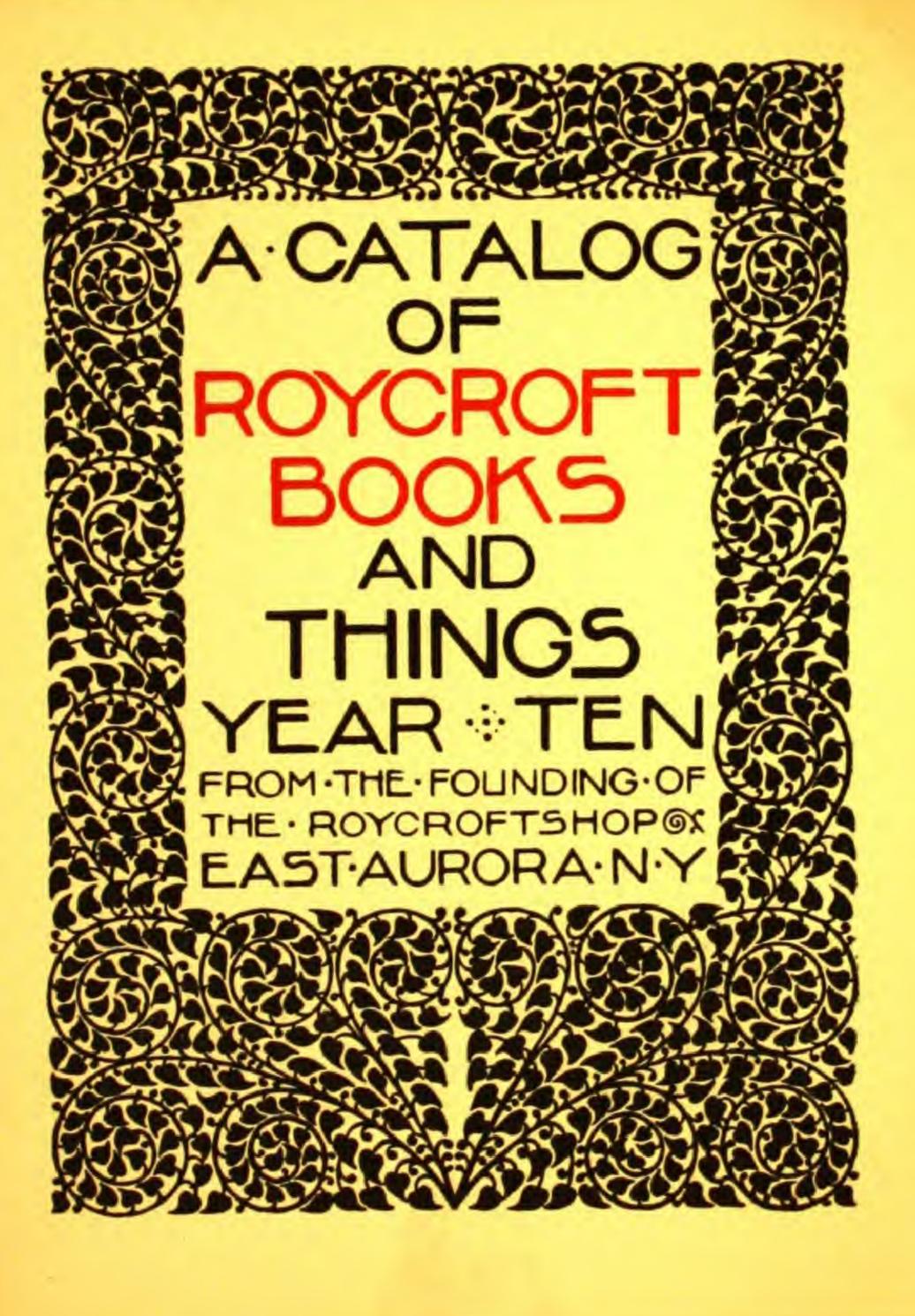




THE ROYCROFT INN



PERISTYLE OF THE ROYCROFT INN



Their
To russet of
Unrivale
As two do

Pelf-yankii May hol For Aucas HERE smooth the Roycroft presses grind,

Their virgin hand-wrought reams of snow
To russet chamois, silken lined,
Unrivaled volumes—marked as low
As two dollars per copy—no
Pelf-yanking parsimony yet
May hold the ducats I let go
For Aucassin and Nicolete!

-JAMES WHITCOMB RILEY.

HAVE no Chair, no Church, no Philosophy, but each man and each woman of you I lead upon a knoll.

-Walt Whitman.

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paper on which very best pro hand-illumined As a gift you equal cost that illumined Roy of the three H' made by hand there is a quali thus produced vast quantities man's joy in h will give joy a it. If you desir will gladly senumes to choose do it. We do so it is quite us

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Our books are

like to deal w

# GREETING

HE Roycrofters are a community of workers who make beautiful Books and Things, making them as good as they can. The paper on which Roycroft books are printed is the very best procurable, and some of the initials are hand-illumined.

As a gift you probably cannot present anything at equal cost that would be more acceptable than an illumined Roycroft book. Our work is the product of the three H's: Head, Heart and Hand. In things made by hand there are no duplicates; and further, there is a quality of sentiment attached to articles thus produced that never clings to fabrics made in vast quantities by steam. Art is the expression of man's joy in his work; and the article made in joy will give joy again to the individual that possesses it. If you desire to see some Roycroft books, we will gladly send you, "on suspicion," several volumes to choose from-a postal card from you will do it. We do not sell through dealers nor agents, so it is quite useless to ask for our books at stores. Our books are made for the book-lovers, and we like to deal with our friends direct. We pay all the express charges, both directions.

THE ROYCROFTERS, EAST AURORA, N. Y.

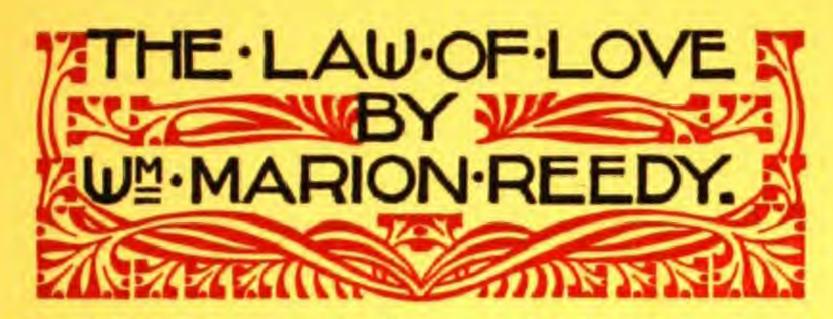
at the expense of nerves and digestion is of small avail. We learn in times of pleasurable animation, by doing, thru expression, thru music, and the manifold influences of beauty and harmony.

The intent of the Roycrofters is not to impart truth, but rather to create an atmosphere in which souls can grow.



HERE
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These
James Huneker
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God—the child
THE LAW O
Sentiment by V

Bound in limp leather Fifty copies Modeled A few on Japan Vell Two copies in Full L



Write as well as Reedy—none can write better. These are Ambrose Bierce, Alfred Henry Lewis, James Huneker, and—just name the other two for yourself! Reedy has imagination, insight, sympathy, good cheer and a sense of values as one in a million. He writes as he feels, and usually he feels right. The thought to him is the vital thing, and so he is direct, eloquent, flowing and exercises a fine economy of words in his eagerness to get the thing said. Reedy has a sure, subtle skill in choosing exactly the right word—with him there are no synonyms. And every word casts a purple shadow. Grammar can be taught in schools, but literary style is the secret of God—the child of the fervent spirit.

THE LAW OF LOVE: being Fantasies of Science and Sentiment by WILLIAM MARION REEDY.

Bound in limp leather, silk lined, price	\$ 2.00
Fifty copies Modeled Calf, each	7.50
A few on Japan Vellum, bound in three-fourths Levant, each	10.00
Two copies in Full Levant, specially tooled by Mr. Kinder, each	50.00

Page Number One



HE tide comes and goes, and authors who are in high favor in one period drop back in another. We have had Emerson waves, then Emerson would ebb a bit, but he always came back. He is now by common consent America's greatest writer—the inspirer of writers. Three things he wrote which are sufficient to found a reputation on: Compensation, Friendship and Self-Reliance. The last one you read you will declare is the best—none will ever grow old. We have made a fairly pleasing volume of Self-Reliance.

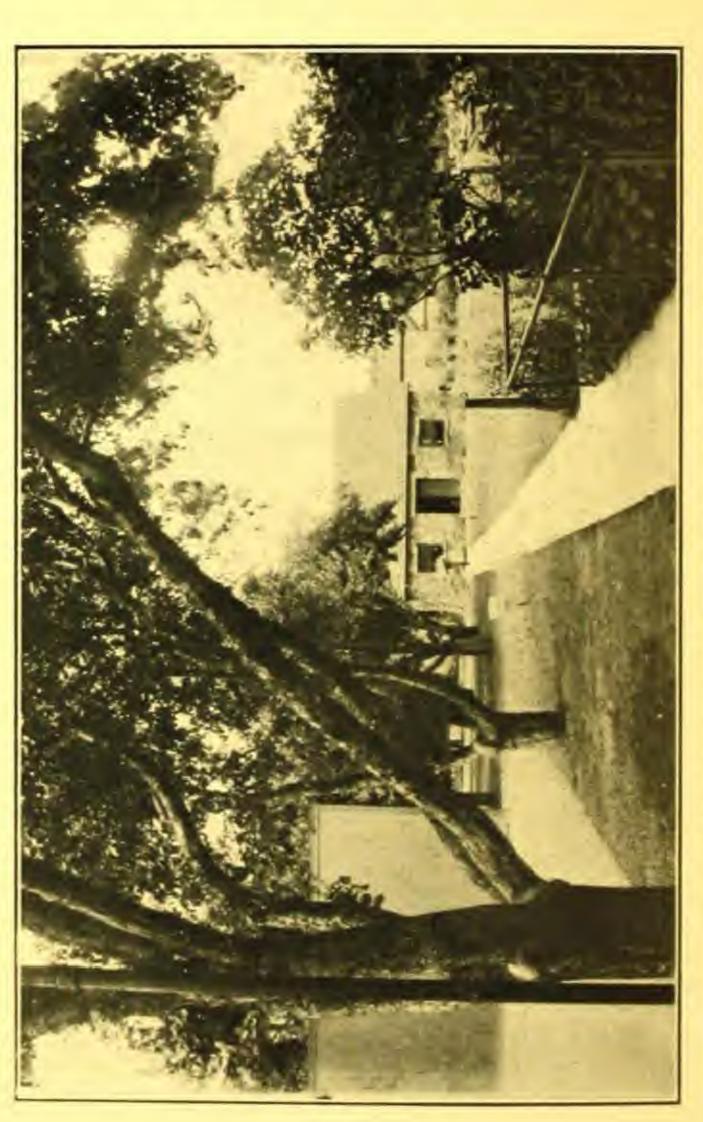
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Page Number Two



RALPH WALDO EMERSON

Frontispiece of "Self Reliance," from original etching made especially for this book by our Mr. Otto Schneider



PLAYGROUND and BLACKSMITH SHOP



Son poe in

D

Price, limp leather, silk A few in Modeled Leat One hundred on Japan



Some say it is the greatest poem that has been written in the last hundred years.

Done into a book the best we know how.

Price, limp leather, silk lined

A few in Modeled Leather, each

One hundred on Japan Vellum, three-fourths Levant, each

Page Number Three



A CONCORDANCE to that Cyclopedia of Comment, The Philistine Magazine, Volumes I. to XX., with which is incorporated a table of contents of the same, and to which is appended a list of the Roycroft Books published to date. Begun December First, Nineteen Hundred Three. Finished on June Third, Nineteen Hundred Four. Revised in April, Nineteen Hundred Five.

Bound solidly in boards to match The Philistine

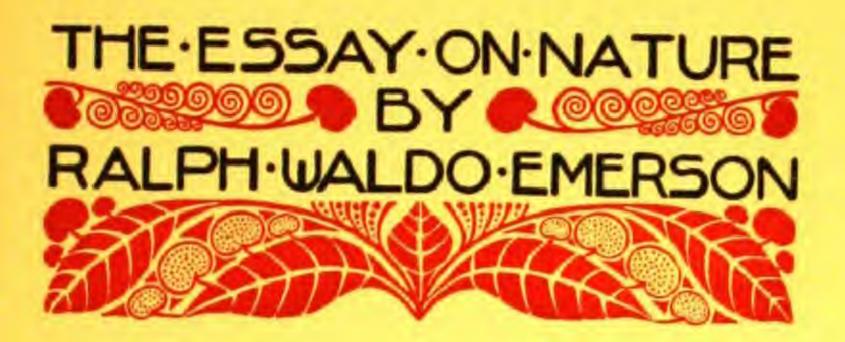
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Being anonym was thirty-three the whole work ers foreshadow and a prophecy essay ranks with tion it is almost

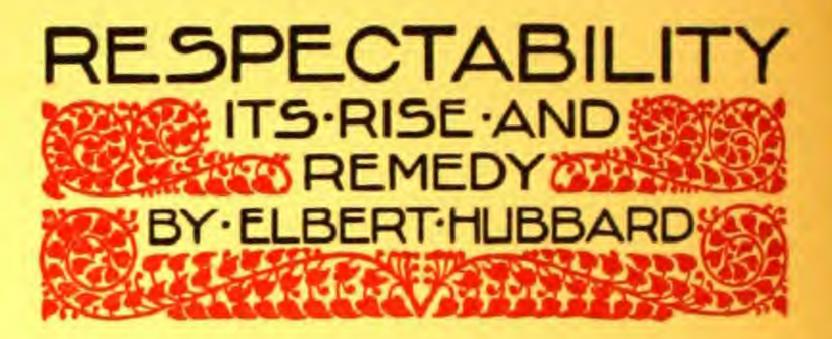
Bound in limp leather

A few on Imperial hand-tooled, ha



BEING an exact reprint of the first book published by Emerson. First issued in 1836, anonymously, at which time the author was thirty-three years old. In this book we find the whole work of the greatest of American writers foreshadowed. It is a prospectus, a revelation and a prophecy. To every lover of Emerson this essay ranks with Holy Writ, and in the first edition it is almost priceless.

Bound in limp leather, silk lined, per volume	\$ 2.00
Fifty copies Repousse	7.50
A few on Imperial Japan Vellum, in three-fourths Levant, hand-tooled, hand-illumined	10.00
Page Namehou Wins	



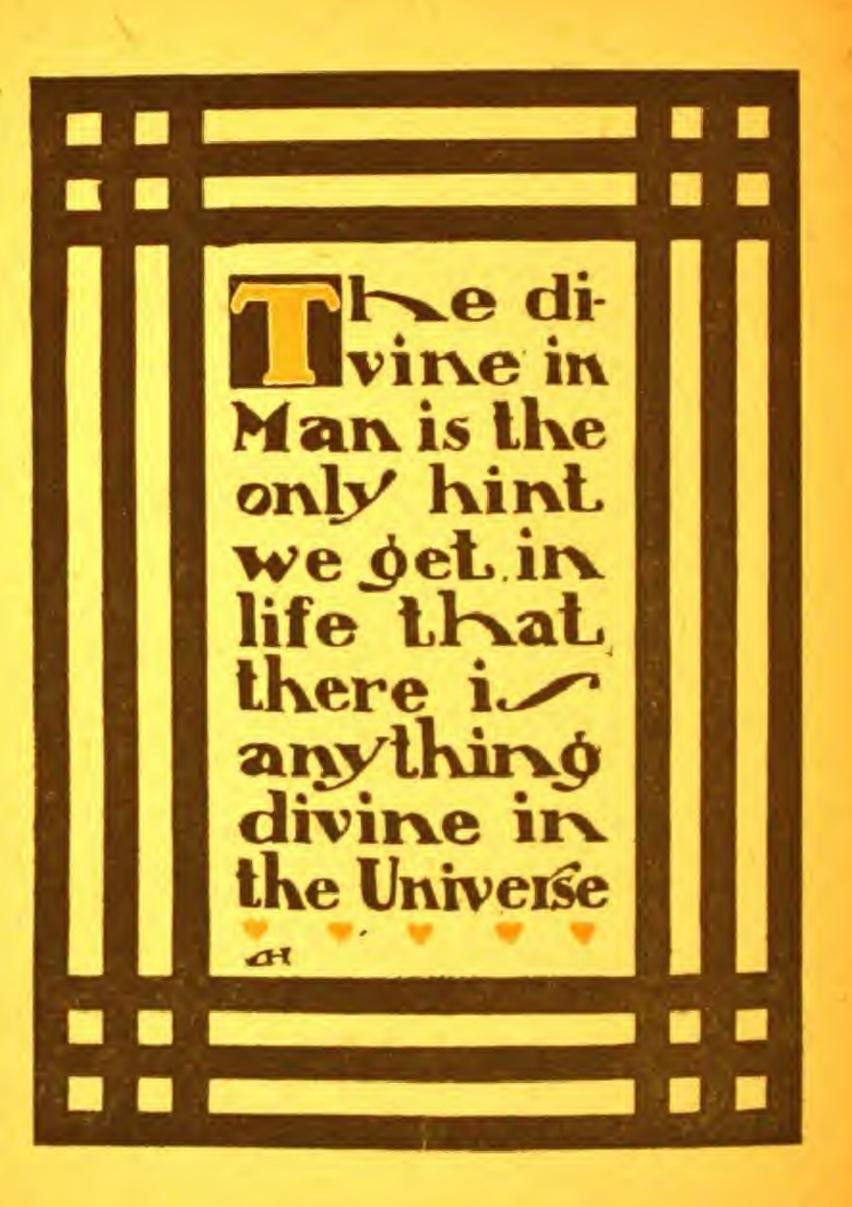
HIS work is a cosmic Little Journey to the Home of Homo, beginning with the creation of man and continuing to the reorganization of the Equitable Insurance Co.

This volume contains some of the best writing that the author has ever done, and is keyed throughout in fairly good humor.

Price in Limp Leather, silk lined	\$	2.00
A few on Imperial Japan Vellum, bound in three-quarters Levant, each	1	0.00
Two copies in Full Levant, individual books, hand-tooled, in		
hand-carved Mahogany box trimmed with amalgamated copper, each	10	0.00

Page Number Six







Besus of depict to with truth lim Sorrows. Print new font of Ronaments. One leather, silk lin leather, silk lin

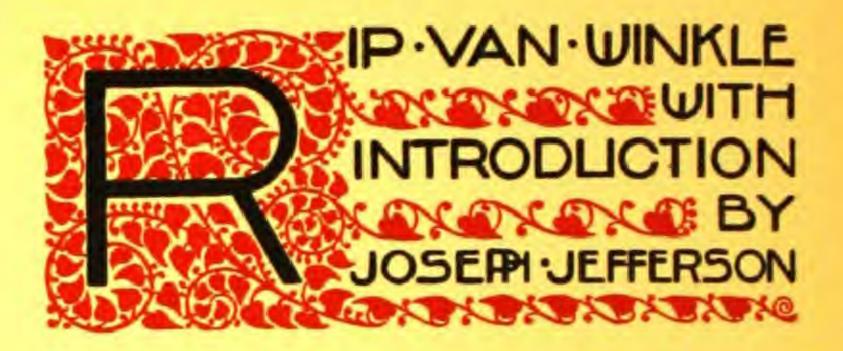
The price per volume Fifty copies Modeled A few copies on Japa Levant, hand-t



BEING a Little Journey to the Home of Jesus of Nazareth. A sincere attempt to depict the life, times and teachings, and with truth limn the personality of the Man of Sorrows. Printed on hand-made paper, from a new font of Roman type. Special initials and ornaments. One hundred and twenty pages. A very beautiful book, bound solidly, yet simply, in limp leather, silk lined.

The price per volume	\$ 2.00
Fifty copies Modeled Leather	7.50
A few copies on Japan Vellum, bound in three-fourths	1 5 1
Levant, hand-tooled	10.00

Page Number Seven



Van Winkle by Washington Irving. With a preface by Joseph Jefferson, telling how he became interested in the play Title-page, initials and ornaments designed especially for this book by Dard Hunter; on Holland handmade paper.

Bound in limp leather or plain boards	\$ 2.00
Fifty copies Modeled Calf	7.50
A few copies printed on Japan Vellum in three-quarters	
hand-tooled Levant	10.00

Page Number Eight

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Little Jo Six will be

SUBJE

- 1 Josiah and
- 2 William G
- 3 Dante and
- 4 John Stuar 5 Parnell and
- 6 Petrarch a
- 7 Dante Gab
- 8 Balzac and
- 9 Fenelon ar
- 10 Ferdinand
- 11 Victor Hu
- 12 Robert Lor

### VER

Send us your su will present you, the price of which

### THIS

Remit os Two Do for a year, Larra ber, also one Two

# Little Journeys

By Elbert Hubbard

Little Journeys for Nineteen Hundred Six will be to the Homes of Great Lovers.

#### SUBJECTS AS FOLLOWS

- 1 Josiah and Sarah Wedgwood
- 2 William Godwin and Mary Wollstonecraft
- 3 Dante and Beatrice
- 4 John Stuart Mill and Mrs. Taylor
- 5 Parnell and Kitty O'Shea
- 6 Petrarch and Laura
- 7 Dante Gabriel Rossetti and Elizabeth Siddall
- 8 Balzac and Madame Hanska
- 9 Fenelon and Madame Guyon
- 10 Ferdinand Lassalle and Helene von Donniges
- 11 Victor Hugo and Juliette Drouet
- 12 Robert Louis Stevenson & Fanny Osbourne

### VERY SPECIAL

Send us your subscription soon after you receive this offer, and we will present you, Gratis, a leather-bound, silk-lined, Roycroft book, the price of which alone is Two Dollars.

#### THIS IS THE OFFER

Remit us Two Dollars and we will send you The Philistine Magazine for a year, Little Journeys for 1906, beginning with the January number, also one Two Dollar Roycroft Book, ALL FOR TWO DOLLARS

Page Number Nine

### CONTEMPLATIONS

Selected from the writings of Elbert Hubbard by Heloise Hawthorne Concerning Birth and Death and all that lies between.

HIS book is made up of forty essays, and about five hundred "orphic sayings." Printed after the style of the early Venetians in two colors. The typographical difficulties in producing such a work have seldom been overcome in recent times. As for the text, it is a bible to some, and to some it is n't.

On English Boxmoor, bound in boards

\$ 5.00

Ten copies on Imperial Vellum, hand-illumined, threefourths Levant, hand-tooled

25.00



### THE RUBAIYAT

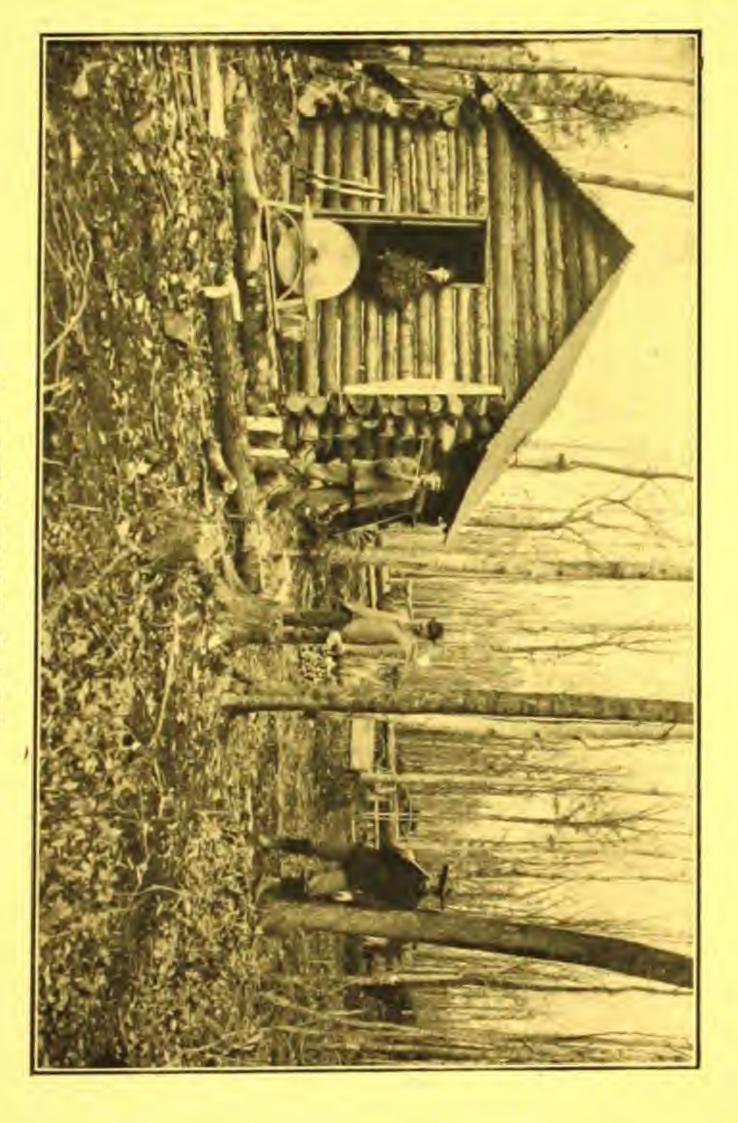
OF OMAR KHAYYAM

EING the fourth paraphrase of Edward FitzGerald with an introductory essay by Hon. Clarence Darrow. Some say these wonderful quatrains are three-fourths essence of Fitz-Gerald and one-fourth Omar. This may be so and it may not—Hamlet is Hamlet, even if Bacon did leave the play on Shake-speare's door-step. We think it is quite the most bookish Omar this country has seen. In two colors, original ornaments, initials and borders. A book especially adapted for presentation.

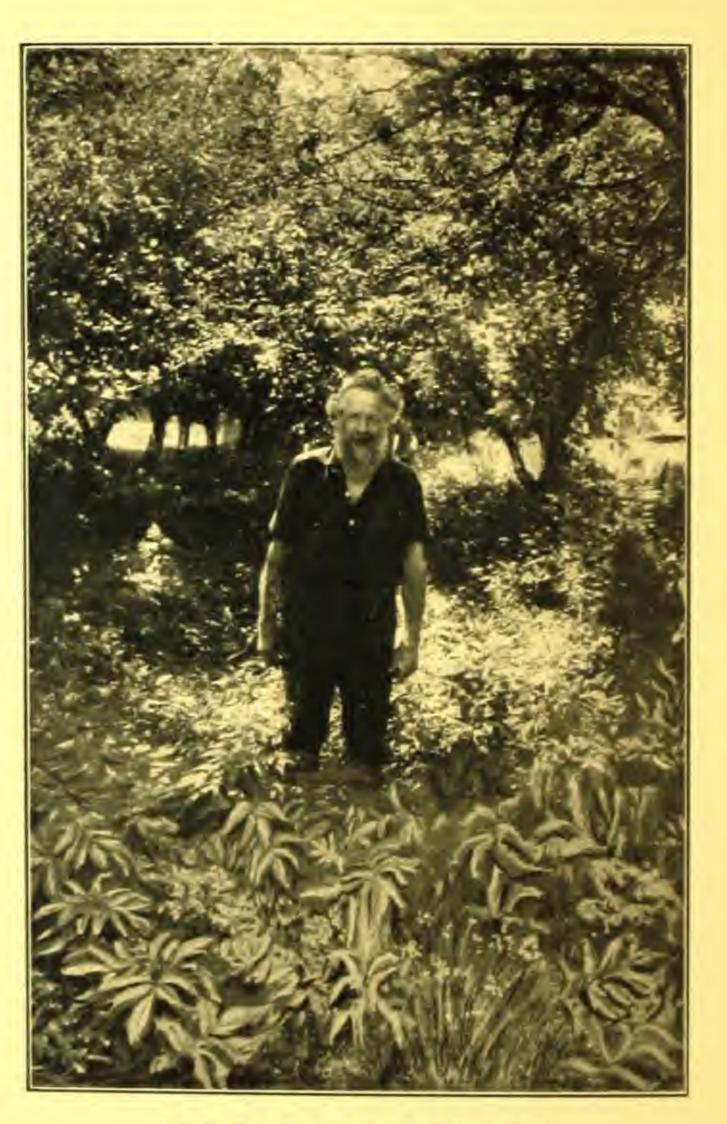
Regular edition, limp leather, silk lined

\$2.00

Page Number Ten



ROYCROFT CAMP



ALI BABA'S BROTHER

# A Little

By Francis and

PN our way be Robert Stout ing the Roycrofter Cities we had see many moods, miliar. Q What see were Men Q Police are evswarm over the objectless, fearclutching, eating, ing things, dema and apprehensive Thomas Moore's Morris' "Dream Canaan. We kne George, Brook F Colony, the Zoari We were familiar Holy Writ, and in Grail, crusading a put off with a pro-Now we went to I The Roycrofters come, nor do the that they are in b tion good. Q The terial and talent Q And that is the We scour the wor

our doorstep.
"Man never is, l

## A Little Journey to East Aurora

By Francis and Abigail Farrar in Pall Mall (London) Gazette.

Nour way back from the Antipodes we were cautioned by Sir Robert Stout, Chief Justice of New Zealand, not to miss visiting the Roycrofters, at East Aurora, New York.

Cities we had seen, and mountain, plain, forest, and wide seas in

many moods, miliar. Q What see were Men Q Folks are evswarm over the objectless, fear-

Labor is the only prayer that is ever answered \* \* \* \* \*

were to us fawe desired to and Women! \* erywhere—they earth like flies, ing, dodging,

clutching, eating, drinking, carousing, filled with the mania of owning things, demanding honors, craving recognition—hectic, hungry and apprehensive. Q We had read Milton's "Paradise Regained," Thomas Moore's "Utopia," Bellamy's "Looking Backward," William Morris' "Dream of John Ball." We had been to Jerusalem, Mecca, Canaan. We knew Merton Abbey, Kelmscott, the Society of St. George, Brook Farm, Amana, Harmony Hall, the Darmstadt Art Colony, the Zoarites and the Zionists.

We were familiar with the descriptions of Heaven as pictured in Holy Writ, and in imagination we had gone in search of the Holy Grail, crusading and searching the earth for peace, only at last to be put off with a promise.

Now we went to East Aurora to see the Roycrofters!

The Roycrofters are not crusaders—they do not seek a Utopia to come, nor do they look back to a paradise lost. They just assume that they are in heaven now, and then they try to make the assumption good. Q The Roycrofters prize the present. They take the material and talent that is right at hand, and make the best of them. Q And that is the miracle!

We scour the world for the Kohinoor, and coming home find it under our doorstep.

"Man never is, but always to be blest!" All wrong, we are blest,

and now is the Holy Time. Take off thy shoes anywhere—you can never make a mistake—the place on which thou standest is always holy ground. ¶ God speaks from every bush, and every useful thing is a sacred thing, and all that is rightly used is thereby sanctified.

PAST AURORA is a village eighteen miles southeast of Buffalo, New York. In this village live the Roycrofters, more than

four hundred of work—they work Heart & Hand." servants and no have teachers & The Roycrofters

One man's rights end only where another man's begin \* \* \* them. They all with "Head, They have no bosses,—they leaders instead. turn out books

that sell as high as fifty guineas. Some of these books go to Paris, Florence, Leipsic and London, in competition with the finest things in the book line that the world has produced.

The Roycrofters paint pictures; and are represented at the Salon in Paris and in the best galleries of America.

The Roycrofters make furniture which adorns palaces, and ornamental copper and iron work that commands the patronage of connoisseurs.

And yet the Roycrofters are simple folks, who, living in an obscure country village, have by the excellence of their lives lifted the place into a fame that is world-wide.

To search the earth for talented people, bring them together and produce art, would be easy; but for two or three persons to begin in a barn without capital, in an average little quibbling, narrow-minded country village where the art impulse is conspicuous by its absence, and educate and evolve skilled workers out of crude material, and at the same time make money so as to extend the business—that is an achievement!

The Roycrofters are organized as a corporation, but work together as a Community.

They own and operate a Printing Plant; a Book Bindery; a Hotel; a Farm; a Bank; a Blacksmith Shop; a Cabinet Shop.

They also weave rugs, model in clay, make stained glass windows,

[ii]

and raise flowers. They have an ar brass band and a one side of all si of doors. They ha Their property m bonds, give no n expand only as pay for the im-Now all of the just mentioned elsewhere & So something else, eyes of the worl Aurora & & And this other th and carpets are o phere, And Atmo On a great oaken PRODUCE GRE Great people make phere reacts on th fairly well, we sh East Aurora than

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and raise flowers, poultry, vegetables, live-stock, and run a dairy. They have an art gallery, a chapel, a ballroom, a playground, a brass band and an orchestra. Their Phalansterie is so arranged that one side of all sleeping rooms is open, so practically they sleep out of doors. They have very little use for doctors.

Their property must be worth half a million dollars. They issue no bonds, give no mortgages and have no debts, making it a rule to

expand only as pay for the im-Now all of the just mentioned elsewhere & So something else,

#### The more one knows the more he simplifies

fast as they can provements. things we have exist, in degree, there must be otherwise the

eyes of the world would not be turned, as they are, towards East

And this other thing is the vital thing; and books, furniture, pictures and carpets are only the by-products. And that vital thing is Atmosphere. And Atmosphere produces Character.

On a great oaken door at Roycroft is this line from Walt Whitman; PRODUCE GREAT PEOPLE—THE REST FOLLOWS!

Great people make an atmosphere, and in turn, of course, an atmosphere reacts on the people. As far as we can judge, knowing America fairly well, we should say that there is more of the true Art Spirit in East Aurora than any other place in the United States.

Rich men in any city may subscribe large sums and erect art galleries and lay out parks. These are like fine houses built by contractors, and furnished by professional decorators, whose business it is to please the owner.

Art must be indigenous, spontaneous. The best art of the Roycrofters is seen in their buildings and homes.

In America there is much of the parvenu quality, so we see houses that are mere curiosity shops, in which are jumbled the loot of the world; and in England the spirit of the bourgeois is found to almost the same degree—coarse, crude, gilt and gaudy displays of wealth! Very, very seldom do we find harmony and wholeness and absence of fussiness in decoration.

And all because the decoration and ornament are purchased, bought -produced by one set of men for another set of men who are in a totally different business.

"Where the artist is, there is art," said Whistler. To get art you must let the artist make the thing for himself; whenever you bribe or coerce him you get a departure from the pure type.

Great art has only been produced by simple, isolated, self-sufficient

people-& peomore or less and racy of the Michael Anbrandt, Frans linis, Cellini,

A true philosopher is one who is able to laugh at himself & Hals, the Bel-

ple, too, who are crude, barbaric soil. Such were gelo, Rem -Palissy, Millet,

Wedgwood, Turner. The artists in literature have been men like Ruskin, Tolstoy, Whitman, Thoreau, Hugo, Shakespeare.

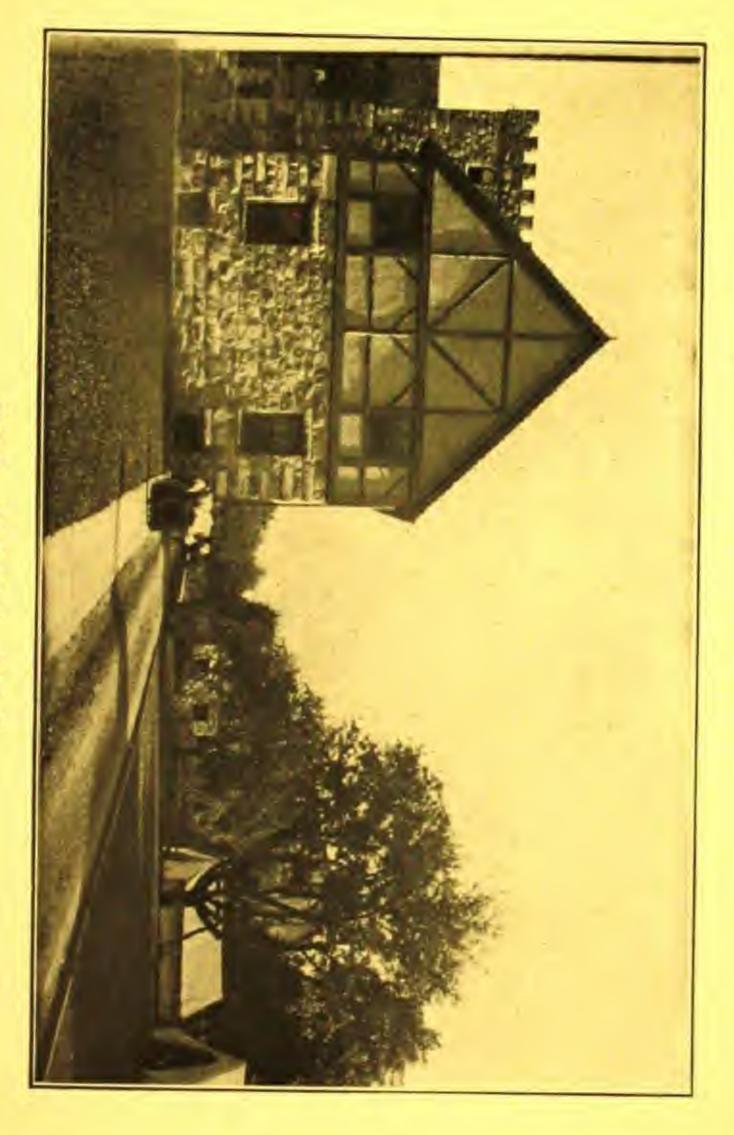
Folks who are sophisticated, smart, alert, astute, work their energies up into foam and erect tenements that collapse, grand-stands that break down, processionals that melt when caught in a shower, street-fairs that dissolve in a high wind.

But at Roycroft one realizes somewhat of the atmosphere that built the Parthenon. As we stood in the moonlight at East Aurora, and looked up at the great stone tower that rises above the main Shop, built of glacial stones gathered in the near-by fields, we were hushed into silence and tears by the strength and dignity of the lines-so self-sufficient, so bold yet so modest, speaking of eternity and telling of the shortness of human life, for these buildings will endure long after the builders are dust.

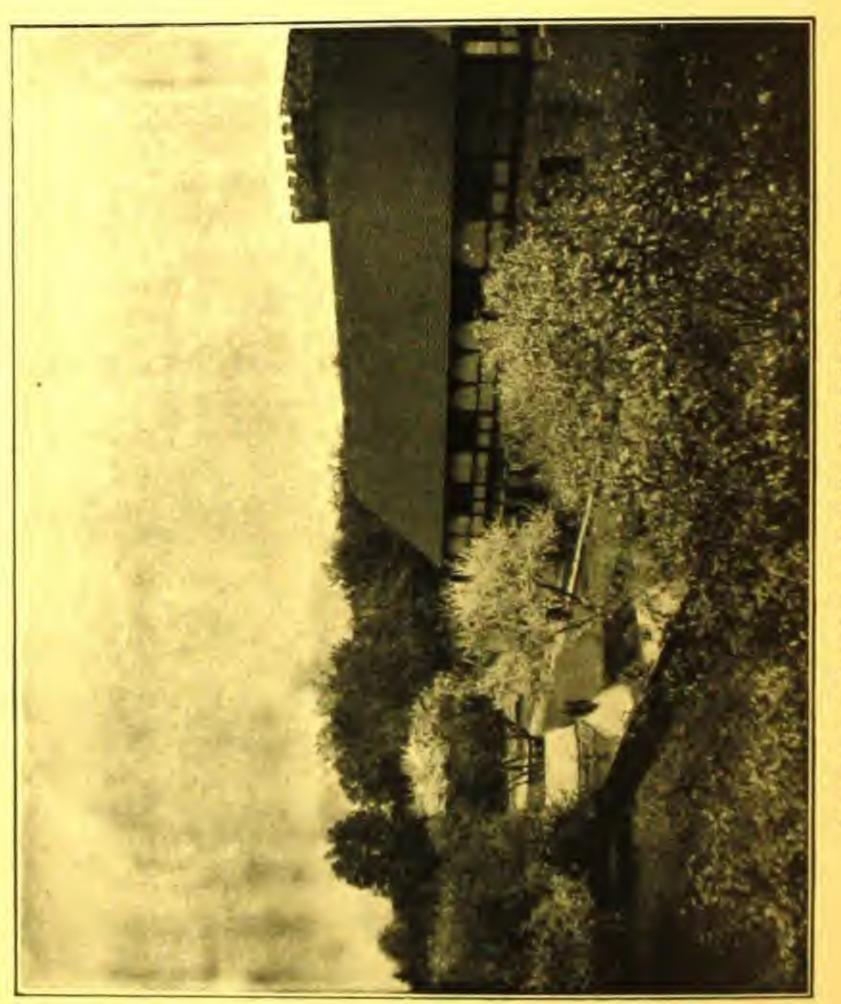
And these beautiful buildings are workshops-planned and erected by working people for working people.

So this is the idea, the Roycrofters are building for the generations that are to follow-they are influencing a people yet unborn!

The Roycroft Inn, or "Phalansterie," is a building without decoration or ornament, and so simple and subdued that at first sight it would not command the attention of the average man. But on closer view one finds it a model of elegance and convenience-an elegance so refined that it passes for simplicity. The dining-room we thought



THE APPIAN WAY



OVERLOOKING THE ORCHARD

quite equal to som the furniture in t themselves, and the beautiful gran of William Morris It has been said th William Morris, mere imitators many respects, far. One thing, inherited a forhad the money ent be desired, close at hand. Bi And to a great de those with a tortue from the criminal proceedings, and slipped or stumb surely are going b In the Shops are there are the blin but all at work, Q It would be all the defective or character, purpos but will make hea So the Roycrofter tal fibre-men and the chimes in pla As to the financi is worth while. T pensioners-ever adventile unde advantages of the bined, and many quite equal to some of those German creations at Karlsruhe. 

All of the furniture in this little hostelry was made by the Roycrofters themselves, and in the sparsity of ornament, the subdued colors, the beautiful grains of the hard woods, one sees the sure influence of William Morris.

It has been said that the Roycroft work was founded on the idea of William Morris, but let no one imagine that the Roycrofters are

mere imitators many respects, far. One thing, inherited a forhad the money

ent he desired,

# far. One thing, In ethics you cannot inherited a for- better the Golden Rule

—they have, in passed Morris William Morris tune & always to secure the talif it was not

And to a great degree the best people now in the Roycroft Shop are those with a tortuous past. Some have seen the inside of court rooms, from the criminal dock; others are quite familiar with bankruptcy proceedings, and it almost seems as if all of them had at some time slipped or stumbled; but if they fell, they got up again, and now surely are going bravely forward.

In the Shops are seen all ages from children to octogenarians. Then there are the blind, the deaf, and now and then a mental defective—but all at work, busy, happy,—losing themselves in useful effort. It would be absurd to say you could build up a community with the defective or broken down, but if you have enough strength, character, purpose and love, the whole concern will not only float, but will make head.

So the Roycrofters have among them a deal of firm, moral and mental fibre—men and women who can keep the hoops on the barrel and the chimes in place.

As to the financial policy of this successful concern a word or two is worth while. The Roycrost has no figureheads, no hangers-on, no pensioners—everybody works. Wages are paid weekly; the wage being a little under that paid elsewhere. But we must consider the advantages of the place, for it is really a school and factory combined, and many of the workers fully realize that they are getting

paid here for doing what they would have to pay for the privilege of doing elsewhere.

Next, there is no waste. Poultry and live stock consume what is not wanted at the Phalansterie or Inn; and people who work steadily eight hours a day do not destroy, nor are they given to roystering. 

¶ Two magazines of world-wide circulation are published by the Community, and these to a certain degree, advertise and sell the

wares of the Mr. Hubbard's demand as a and for his serway he is paid dollars a night,

The charm of reading is in the recognition of what we know \*

presence is in public lecturer, vices in this several hundred all of which

money goes into the Roycroft treasury. At the same time the lectures advertise the Roycrofters, for Mr. Hubbard does not endeavor to conceal the fact that he is in business.

Then there is the stream of visitors who go to this wonderful place, and who all leave more or less money. Occasionally these visitors remain for weeks to study bookbinding, music or art, and so are a source of income.

The various departments of the Shop give a chance to try workers in different places—if they don't fit in one place they may elsewhere. Then the care of the grounds, flowers, gardens, etc., afford opportunity for those too old or without the capacity for skilled work.

Possibly it is not feasible to have a Roycroft Shop in every town, but surely we can all cultivate the Roycroft spirit, which is to "live one day at a time, do our work as well as we can, and be kind."

Things only happen when some strong man makes them. We think that the real achievement of Elbert Hubbard has been in securing, and to a great degree in educating excellent, earnest people, and then keeping them at work together, happy and harmonious.

Do not ostracize the sawbuck, and still expect that things will taste like those your mother used to make. East

CAST AURORA some of whom mur, and some we on the faces of the miles southeast is reached by a road train that tire distance day. The conwhenever he as to argue with hi courage local enter couple of minutes' where it is, becaus tinction to it. The printed a little may fun. He expected t in two numbers h against certain ene ders came for mor permanence. It is a ing then secured ty not amuse himself Song of Solomon a margins, rubricate improvements, and bit spongy, the fir more. The Roycro its own artists to r things that are its Morris, who learne

tist, in order that h

left a few perfect v

## East Aurora Defined

Charles M. Skinner in the Brooklyn Eagle

EAST AURORA is a tranquil place of about two thousand people, some of whom wear last year's clothes without a blush or a murmur, and some wear galways and the like adornments that are seen on the faces of the farmers in "Puck." This settlement is seventeen

miles southeast is reached by a road train that tire distance day. The conwhenever he

We arouse in others the attitude we hold toward them \* \* \* of Buffalo and deliberate railcovers the enthree times a ductor stops sees a man, so

as to argue with him that he ought to get on and buy a ride and encourage local enterprise. When you reach East Aurora it is only a couple of minutes' walk to the Roycroft Shop. Anybody will tell you where it is, because it is the only thing in the place that gives distinction to it. The Roycroft Shop is the result of a lark. Hubbard printed a little magazine that he called THE PHILISTINE just for fun. He expected to discontinue it after the second number, because in two numbers he could utter the various gibes he had in mind against certain enemies. But having put out a second number, orders came for more, and pretty soon the little thing had become a permanence. It is as small as ever but full of cranberry sauce. Having then secured type enough for a magazine he asked why he should not amuse himself by making a book, and he did it. He turned the Song of Solomon and the Book of Job into thin volumes with wide margins, rubricated borders and initials, accessory essays and other improvements, and these likewise sold. The first paper was a little bit spongy, the first ink a little oily, but that is not the case any more. The Roycroft has its own paper, its own leather, its own type, its own artists to make new type and ornaments, and a lot of other things that are its own. It is more and more self-centered. William Morris, who learned several trades, including those of poet and artist, in order that he might make better books than anybody else, has left a few perfect volumes as a result of his work in the Kelmscott

Press, which was established in almost as unpretentious a way as the Roycroft. It was the inspiration of his example that led to the advance of this American Kelmscott after it had solidified out of the vision of its founders. Yet there is no imitation. The Roycroft books are distinct in type, binding, decoration and everything.

The Shop looks like a church, with another church built on. Inside it suggests the church also, and it would not be surprising if its

founder had sciously influgious associold monks who working at them hours a day, & it

Hardship consists in ation. It was the thinking hardship 🚜

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who did the illuminating on the missals and breviaries that we see in the museums. So, indirectly, it may be that the monks were responsible for the ecclesiastical architecture and the oaken beams of the Shop in East Aurora. The unshoplike character of the place is striking. There is no racket, no raggedness, no smell of oil or ink or smoke. The floors are as clean as a dinner plate, and when a drop of ink or paint is spilled, the culprit wipes it up instead of burying it under a tobacco quid, or leaving it for some one else.

Flowers and bric-a-brac and pictures make the rooms cheery and parlor-like, and outside it is neat and cheery, too, with the bright lawn and the plants and vines. There is a building like a castle, used as an auditorium and art gallery, constructed out of field bowlders. And who do you suppose built it? Why, the printers. "Imagine," says Fra Elbertus, "asking a jour printer to lay stone! But our fellows do it because they like to. It is a change. After they have been at work at the case for several hours they like to get out in the air and the sun and do something different."

One may see Richard Croker in a pair of overalls and an ancient hat trundling bowlders up the gangway in a wheelbarrow. The spectacle is somewhat startling. A nearer view, however, proves that the one with the barrow is not Mr. Croker, but a famous man-of-all-work known as Ali Baba. He was born in East Aurora and has never been out of Erie County in his life. When Mr. Hubbard settled in the place

viii ]

twenty years ago and tried to raise cabbages between the stones, and failing in that raised the stones from between the cabbages for building purposes, Ali Baba was his helper. He lugs rocks and waters the lawn and whenever a visitor is refractory it is Ali Baba who is sent to argue with him. There is a good deal of decision about the chin of Ali Baba, covered tho it is with grizzled bristles. He resembles a man who if he were kicked and found it out would distrib-

bard reverts to urdays and goes sit beside the shade, Ali Baba things in his ab-

When you read intelligently, you collaborate with the author

When Mr. Hubnature on Satoff to swim or creek in the attends to many sence. **Q** It is

time to have a look at Hubbard himself. Imagine Napoleon Bonaparte born in Colorado and intended by his folks to be a cowboy, and imagine him having changed his folks' mind and deciding to go to a theological seminary, and that is something like him. He has the complexion tinged with healthy red and brown that pertains among the agriculturists in East Aurora; he has a piercing black eye, a high brow, a chin that he could fight with. He wears a blue flannel shirt, a pair of blue overalls that do not match the shirt and no hat. How beautifully his clothes do not reflect his intellect! He can be as serious as a parson, as nimble of wit as Mark Twain, as picturesque as Ruskin, as sly as Sterne, as quaint as Herrick, and indeed, his reading has been so wide that he can playfully freak his own style into a semblance of that of any one.

Hubbard has preserved a little of his country manner, a certain deliberation, a half shyness, a wholesomeness, and most remarkable of all, a continued enjoyment of the country, which those born to it so seldom appreciate. He has also preserved as one of the rustic traditions a belief in the supremacy of human hands, and his shop is an earnest of his faith, for of all the work done there, none, except the press work, comes from a machine. He even makes the most of his literature with his hands, and he has made a good deal of it. Besides writing THE PHILISTINE every month, or most of it, he has published the "Little Journeys," two or three novels, several re-establishing monastic conditions of quiet, seclusion and common purpose one may secure results similar to those which were obtained from the cloisters. It proves that a beginning can be safely made of an industrial commune. It doesn't matter about the center of a village's activities being a printing shop. Without a Hubbard to start it the chance is it would do very bad printing. But there are things enough to do with one's hands, and a growing company of peo-

ple who are willthe best things made by hand, monotonous stuff that fills present. **Q** As a

Action will remove the doubt that theory cannot solve

ing to purchase when they are instead of the machine - made the city shops at possession, one

Roycroft book is worth a library of sloppy volumes, written, set and printed by machinery. So with a hundred things we need to have about us: cloth, lace, furniture, hangings, upholstery, lamps, metal work, porcelains and the like. All honor to East Aurora!

\* \* \* \*

## Fra Elbertus in Syzygy

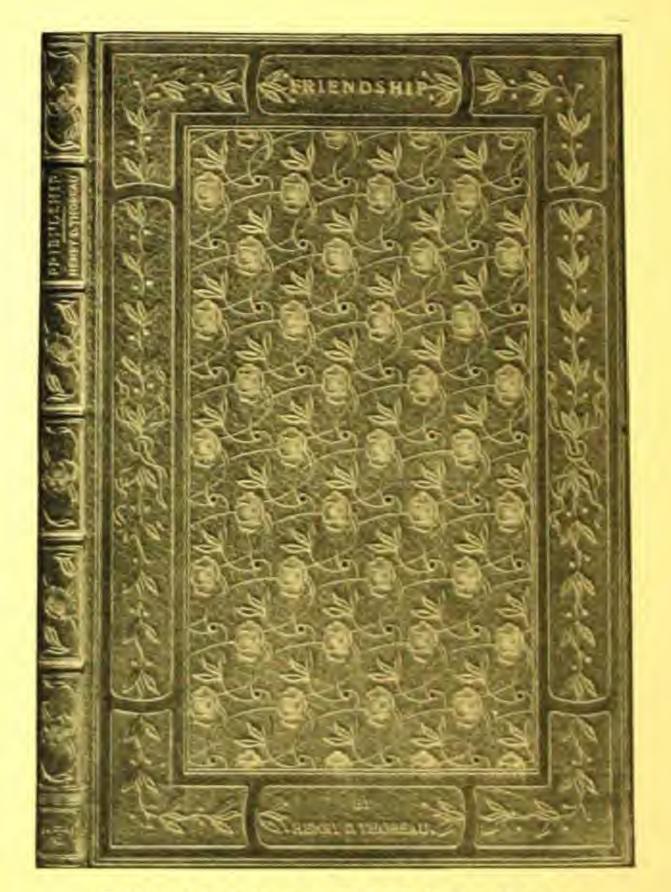
Dr. E. L. Stevens in Louisiana School Review.

HE virtuous Fra Elbertus and the virtuoso Paderewski appeared simultaneously in New Orleans on the evening of January 16. Both played to crowded houses—which not only proves the variety of people it takes to make a world, but illustrates an old truth announced by the Fra in his First Principles, namely, that some things can happen as well as others. A discussion of this subject divides itself naturally into two heads—Fra Elbertus's and Paderewski's. Fra Elbertus wore easy clothes, a Swinburnesque tie, and a graceful head of hair slightly weathered on top, but falling in silken clusters over his shoulders—all out of a 17th century picture book; while Paderewski wore the regulation evening suit and the fuzzy-wuzzy lion's-mane type of pianoforte hair of which his head affords the most illustrious living example—if not the limit.

It seems that when a man sets up in the genius business, he gets so busy with his art or what it is, that he soon forgets all about



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page to the barber, and pre is back. It does not follo ing-healed will at once p was of the secretions eming tend to remove of for him over to the unin it is been observed that tre plenty of tent geniuses The log his, but in lif stay close to play harber-shop--They have no planetary orbit-they 're a perioses A A But Fra Elbertus and I baned the earth-bridge theps of a spirit sea. Pad "tapillary attraction," h Walpurgis-night techniq caterpreter of that realm of se get are through the and the talent to breath must depend upon him to as traveler to Europe assummer depends upor he too sings "songs with -long hair, curious way enderful technique. An rain of thought and fe Bul books-"and thing tence, those who believe lying and high thinking and enjoy an occasional

A purious instance of

the Ethersean theory of

going to the barber, and presently his golden hair is hanging down his back. It does not follow that genius resides in long hair, as the long-headed will at once perceive, but only that long hair is apt to be one of the secretions of genius, and that abstraction and farthinking tend to remove one from the domain of conventionality and give him over to the uninterrupted operation of natural forces—and it has been observed that hair will grow if let alone. Of course, there

are plenty of karat geniuses long hair, but stay close to barber-shop—
They have no

The thing we do best in life is that which we play at most in youth good fourteenthat do not wear these usually earth and the lest they forget. grand inter-

planetary orbit—they 're always in perigee, and in fact are only perigeniuses &

But Fra Elbertus and I. J. P are the genuine article. They have burned the earth-bridge behind them and are a-sail in the stellar deeps of a spirit sea. Paderewski for all his spectacular outside-his "capillary attraction," his ebullient temper, and his paroxysmal, Walpurgis-night technique-is still the world's great master and interpreter of that realm of spirit into which the occasional glimpses we get are through the pianoforte. And those who have the time and the talent to breathe of the purest atmosphere of that realm must depend upon him to take them there—as much as the American traveler to Europe depends upon the steamship, or as the astronomer depends upon the telescope. While as for Fra Elbertus, he too sings "songs without words." He too has spectacular aspects -long hair, curious ways, a comprehensive verbal virtuosity, and a wonderful technique. And he too is a medium-he takes you into a realm of thought and feeling, and delights all those who love beautiful books-"and things," those who admire American independence, those who believe in the gospel of work, of kindness, of plain living and high thinking, and those who possess a sense of humor and enjoy an occasional bit of fooling.

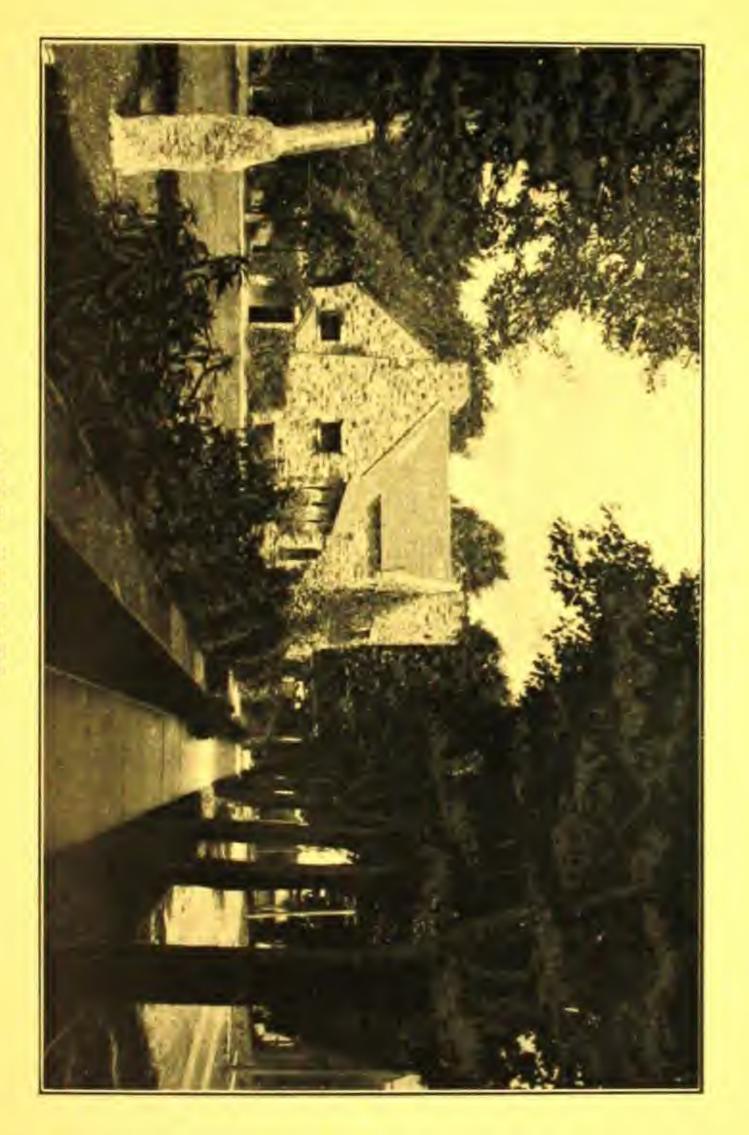
A curious instance of "kabojolism," and a partial confirmation of the Elbertean theory of vibrations, is the fact that while the editor Aurora, all aboard!" and recognized in East Aurora the Mecca of her dreams. It was with no mystic exaltation that I sat in the smoker of the East Aurora express. Near me sat some Wisconsin freshmen who were young enough to tremble with nervous excitement at the experience which awaited them. But youth is prone to enthusiasm and the mind of a freshman is beyond analysis. Not enthusiasm but rather cynicism was my portion. To me the Fra's Eng-

lish was a trifle losophy a jumhis motive the the dollar, the ern society. I skeptic, the

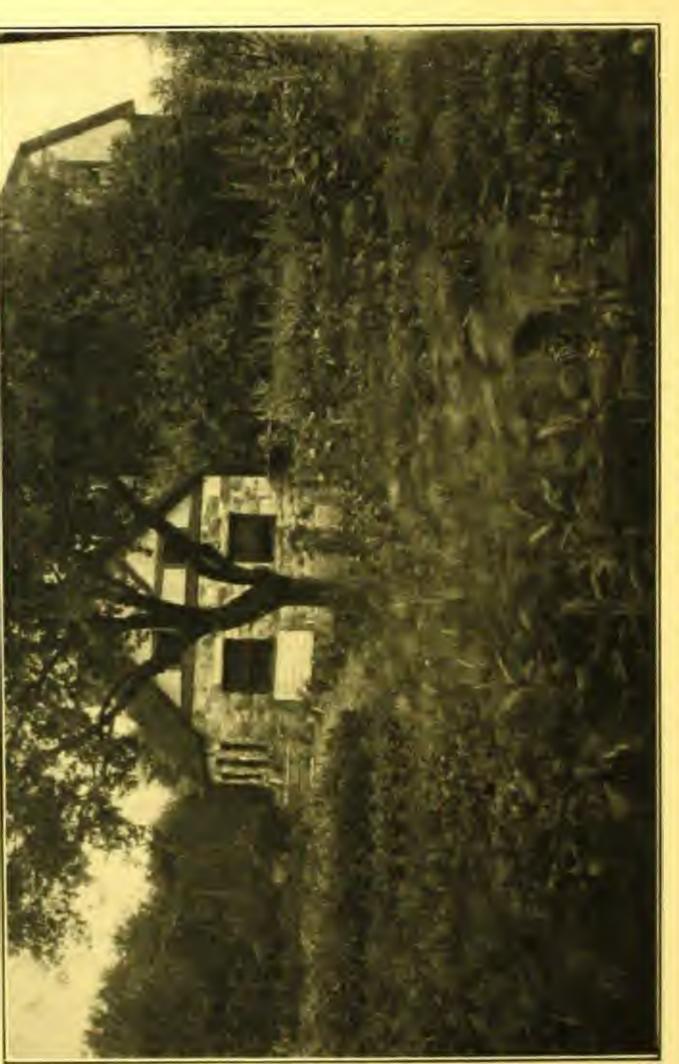
### Lazy men are as useless as dead ones, and take up more room &

bizarre, his phible of platitudes, accumulation of weapon of modcame as the doubting scof-

fer, the cynical critic. But I soon discovered that to judge Elbert Hubbard and his work from the seat of a smoker is far different from judging him in the workshop, the studio and the home of the Roycrofters. It would be as fair as judging Christianity, Judaism and Islamism by their various theologies, instead of by their practical and real influence on the lives of men. Some years have passed since my little journey, and I am by no means as critical and as suspicious now of Elbert Hubbard as I was then. The little men of little mental stature never change their minds. I say now that if Hubbard's English is indeed bizarre, so was Carlyle's, so was Browning's and so was Shakespeare's. I understand now that if Hubbard's philosophy is platitudinarian, likewise were the speeches of the Deuteronomist and the Sermon on the Mount. If modern society rid itself of the fads and the fancies, the ephemeral moods and aspirations, and return to platitudes, modern society were the better for it. Are not the Ten Commandments the classical platitudes? And what in its essence is "The Simple Life" of Pastor Wagner? The nineteenth century shall go down into the annals of time as the wonder age of all that is material in the world of science and art. Philosophy and ethics alone remained in their theoretical states. The work of the twentieth century is to make of philosophy and ethics actual realities. It is time that the platitudes receive material and empirical treatment .- (Rabbi) ELIAS MARGOLIS in Pueblo (Colorado) "Star-Journal."



THE CHAPEL



CABINS THE OF ONE

# SONG

KERE you will written nothi and steadily Old W day enskyed. Strong out whim, fear or p gives us courage. H a weary land. Whit they have endeavore of the Master, Prin

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# ESSAY C

BY RA

MONG Amer place. His w of courage, faith ar lives, only the hope own, God knows! C essays that will nev COMPENSATION. The Hand-illumined, p never saw one of his Boxmoor paper, limp

## SONG OF MYSELF

#### BY WALT WHITMAN

written nothing else, it would have been enough. Slowly and steadily Old Walt has been making head—he stands to-day enskyed. Strong men read him as never before. He is without whim, fear or prejudice. He rebukes our faint hearts and gives us courage. He is like unto the shadow of a great rock in a weary land. Whitman means much to the Roycrofters, and they have endeavored to give the Song of Myself a dress worthy of the Master. Printed on Dickinson hand-made, two colors.

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## ESSAY ON COMPENSATION

#### BY RALPH WALDO EMERSON

MONG American writers Emerson stands securely in first place. His work is always constructive, his message one of courage, faith and good cheer. Only the constructive man lives, only the hopeful is classic . We have troubles of our own, God knows! Give us a lift. And Emerson does. His three essays that will never grow old are Friendship, Self-Reliance and Compensation. The Compensation we have recently printed. Hand-illumined, photogravure of the Old Manse,—Emerson never saw one of his books issued in such sumptuous form as this.

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Page Number Eleven

## A CHRISTMAS CAROL

Being a Story for Children and Grown-ups

BY CHARLES DICKENS

This story "contains the soul of the man," said Sir Walter Besant. The proof that it is great art lies in the fact that it is interesting to children and grown-ups alike. And another fact worth noting is, that of all Dickens wrote this was his favorite, and from it he read in public again and again, as only he could read. Dickens once spoke in Plymouth Church, and in introducing him Henry Ward Beecher said, "I love Charles Dickens because he loves children."

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## A MESSAGE TO GARCIA

BY ELBERT HUBBARD

"A Message to Garcia" is bound to awaken into usefulness thousands of souls that sleep. It is a trumpet blast calling young men to come forth and do the work that God has allotted them.—Bishop Potter to George H. Daniels.

I want a special copy of your "Message to Garcia," specially bound and illumined, for which I enclose ten dollars. This copy is for a boy who might not read, and certainly would not prize, a cheap pamphlet. A fine book will appeal to him and may impress him, and if the "Message" goes home, it will be worth thousands of dollars to him—and to me.

Thus wrote a fond father. And so, in response to the law of supply and demand, we have printed a special edition of one thousand copies of this little essay on Japan paper; hand-illumined, with portraits of the Author, Rowan and Daniels.

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Page Number Twelve

## LODG

BYRO

This exquisite tall touched into life I loved, has been do at least we think i tion of taste. How haps you better or all charges prepaid

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## A LODGING FOR THE NIGHT

A Story of Francis Villon

BY ROBERT LOUIS STEVENSON

This exquisite tale, tinted with wit and tender pathos, and touched into life by the spirit of Robert Louis, the Well-Beloved, has been done roycroftie into a most Beautiful Book—at least we think it is, but of course these things are a question of taste. However, the edition will not last long, so perhaps you better order now. Sent to the Illumination suspicion, all charges prepaid.

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#### THE ARTICLE ON

## JOHN BURROUGHS

Whilom of "Slabsides"

WRITTEN BY FRA ELBERTUS

And first published in the November, 1902, issue of The Philistine, caused all extra copies of that number to be right shortly exhausted. In response to continued demand we have reprinted the article, amended and slightly enlarged, in the form of a rather Pleasing Little Book. It is on Dickinson handmade paper, frontispiece portrait of "Old John"—good and true—and reproduction of MS. on Japan Vellum.

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# Shakespeare Plays



## TRAGEDY OF HAMLET

This play, the greatest one ever writ, the wise ones say, is one of the best printed books the Roycrofters have made. The page is 8 x 10, the paper Roycroft water-mark, hand-made, the type is the "Bruce Roman," cut in 1835, and forgotten until yesterday when we dug it up. The border, head-bands and ornaments designed by Roycroft artists. It is a severely plain, yet elegant piece of work, of which we may say that we are rather proud.

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## AS YOU LIKE IT

We have made this book as a companion volume to our Hamlet, and expect to produce one Shakespeare play a year until we have issued the best of them. The type is the "Bruce Roman," one of the plainest and most elegant faces ever cut. Special head-bands, borders and ornaments designed at the Shop by Roycroft workers.

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## TRAGEDY OF KING LEAR

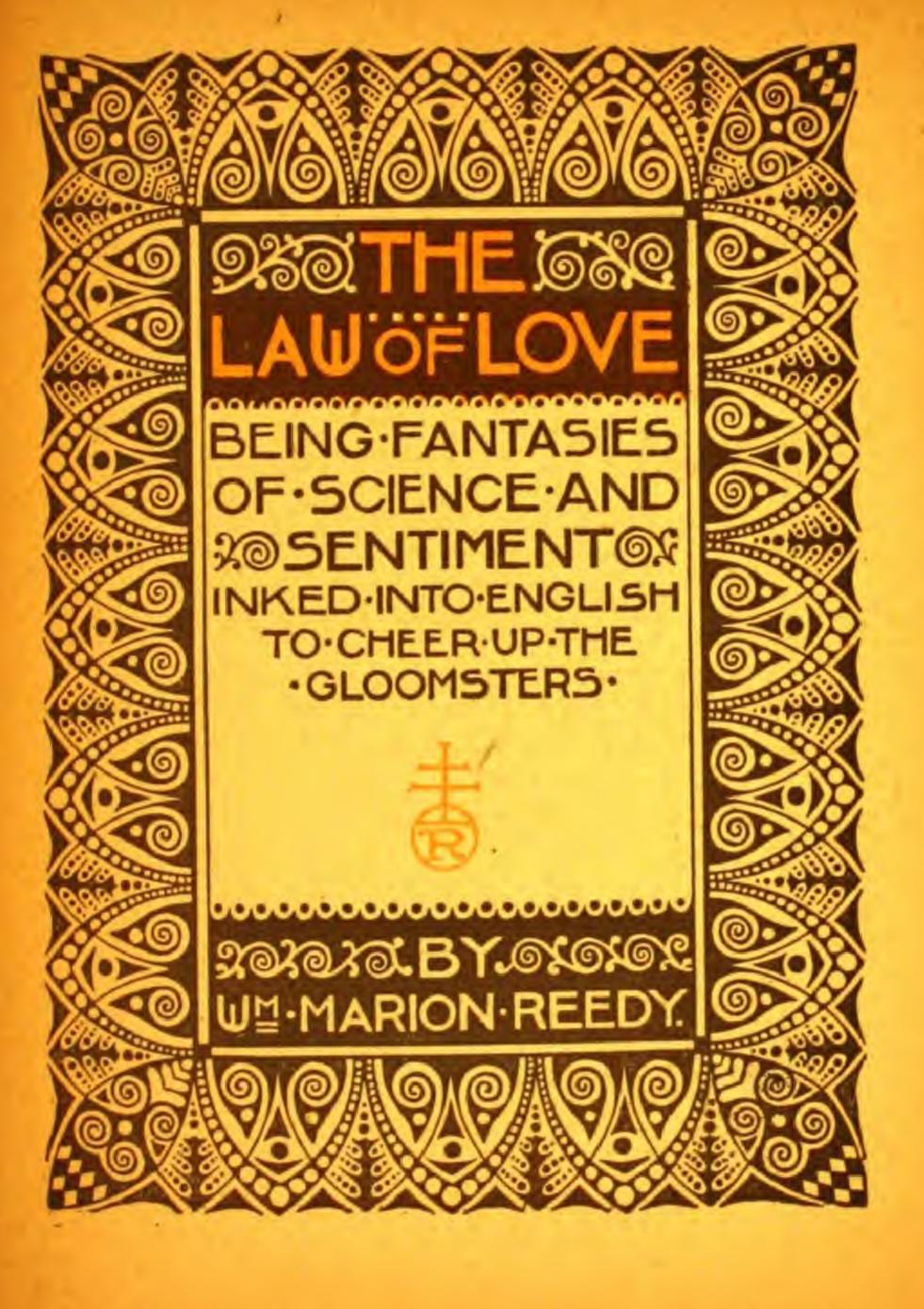
This is the third Shakespeare play we have printed, it being a companion volume to our Hamlet and As You Like It. It was printed from a new font of Scotch Roman, very dignified and bold, with ornaments and borders made by Roycroft Artists. We are very proud of the work, and the author would be, too, if he could see it.

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# J 0 A

Also a Study of the !
which is appended a
Fra Elbertus, with S
of his quality. This b
Special portraits of 1
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BY HERRY D. THORRAD

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Here is a Christmas Story done by the Master at his best. This is what George William Curtis wrote to a friend in 1872: "It would a' been worth your while to go a thousand miles to see and hear Charles Dickens read The Holly Tree. Such a simple little tale, too, but full of all the subtleties that tug at your heart and make chaos of your feelings." The book is printed on "Boxmoor," from a new font of Cheltenham type.

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A Little Journey to the Home of

#### JOAQUIN MILLER

BY ELBERT HUBBARD

Also a Study of the Man and his work by George Wharton James, to which is appended a slight study of the man who wrote the Study, by Fra Elbertus, with Sundry Selected Poems by the Poet, giving a taste of his quality. This book has as much individuality as Joaquin himself. Special portraits of Miller and James.

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Page Number Fifteen

# De Luxe Journeys

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Paper, and had our best workers
illumine the Initials and Title-Pages.
The price is nominal—no profit to us,
the object being to show St. Thomas and his friends
what Choice Bookmaking really is. The price is
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Lined, with Marker. The Subjects are as follows:

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Burns	Beethoven	Cellini	Phillips
Milton	Handel	Abbey	Socrates
Johnson	Verdi	Whistler	Seneca
Macaulay	Schumann	Pericles	Aristotle
Addison	Brahms	Antony	Aurelius
Southey	Raphael	Savonarola	Spinoza
Coleridge	Leonardo	Luther	Swedenborg
Disraeli	Botticelli	Burke	Kant
Wagner	Thorwaldsen	Pitt	Comte
Paganini	Gainsborough	Marat	Voltaire
Mozart	Velasquez	Ingersoll	Spencer
Bach	Corot	Henry	Schopenhauer
Mendelssohn	Correggio	King	Thoreau

Page Number Sixteen

# Some F

Louis I Lett, Paris binders, little Paris binders, little Lett, Paris, May & Thoreau's Fried Tall copy on Forty free-hit Thoreau's Fried Lapan Vellu Contemplations

SELF-RELIANCE, THE MAN OF SO LAST RIDE

A LODGING FOR

VIRGINIBUS PUE

Classic vellus Sonnets From T

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E have the following books, in fine bindings—full Levant—the work of our Mr. Louis H. Kinder. [Mr. Kinder's work compares favorably with that of the best Paris binders, living and dead.—Paul W. Bartlett, Paris, May 3, 1904.]

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Page Number Seventeen

# Books by Elbert Hubbard

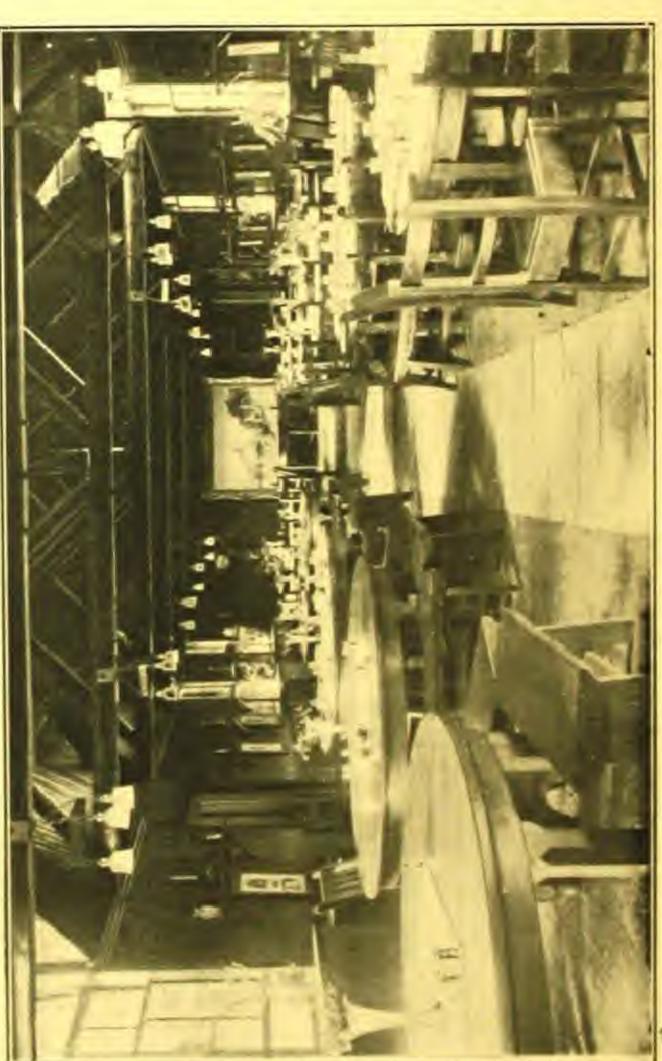
A MESSAGE TO GARCIA & THIRTEEN OTHER THINGS: Being a	
book of Essays; 155 pages,	\$2.00
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Time and Chance, Little Journeys to the Homes of Good Men and Great, Famous Women, American Statesmen, and Eminent Painters, on this list, were printed by G. P. Putnam's Sons, but the books have been bound by the Roycrofters in limp chamois, silk lined, very roycroftie. No Enemy but Himself, is printed and bound by Putnam's.

Page Number Eighteen



ENTRANCE TO THE ROYCROFT INN



THE ROYCROFT DINING ROOM

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Paganini Mozart Bach Liszt Beethoven Handel Verdi Schumann Brahms Leonardo Thorwaldsen Gainsborough Botticelli Velasquez Corot Correggio Bellini Cellini

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Spinoza

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Page Number Nineteen

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The Phalansterie



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Page Number Twenty

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Pa

# Leather Work



UR Modeled Leather Department is under the immediate direction of our Mr. Frederick Kranz, who is thoroughly familiar with all kinds of repoussé, modeled, incised, stained, & illumined leather work, that is produced in this country and Europe.

Single panel fire-screens, and three-panel screens from \$25.00 to \$250.00

Chairs \$25 to \$125.00

Table mats \$1.50 to \$5.00

Desk pad, blotter and pen-wiper \$2.00

Music Rolls \$4.00 and \$5.00

Special books, guest books, family trees, bound with monograms, coat of arms, and special designs.

Page Number Twenty-One

# Sound, Sweet Sleep



HE first requisite for sound sleep is bodily comfort. Every one admits this, but how about that bed-tick full of excelsior called a mattress, and how do you feel when you wake up in the morning?

Now a mattress that has a will of its own does not produce the sleep that knits up the ravelled sleeve of care, but these will:

Roycroft Mattresses and Roycroft Box Springs

The first is hand-made by an honest Roycrofter who knows the trick of handling a good quality of cotton; the second is made by this same Roycrofter.

Q Never was a better Box Spring produced—this is how he does it: A wooden frame, sixty-three steel coil springs, well tied together—a two-inch layer of cotton and the whole thing covered with ticking and all bound with a Roycroft Binding.

Roycroft Mattress, full size (4ft. 6 in. x 6ft. 4in.) \$12.00
Roycroft Box Springs 15.00
If other sizes are desired, advise us and we will quote prices

THE ROYCROFTERS
FURNITURE SHOP, EAST AURORA, NEW YORK

Page Number Twenty-Two

Roycro

is all made in a Cabine toy. There is a different such piece of furniture white shop each stick into the piece being main the home, the furnilityou are going to we write to us now, telling will want it, and we we

THE ROYCR East Aurora, Eri

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Some woven from Some Modern Pat Kitchens, Verand Colors—Gray Mud White. Wid

PRICE ON
Special line of B
Pink & white, ye

# Roycroft Furniture

is all made in a Cabinet Shop, we do not have a furniture factory. There is a difference in furniture so made. In a factory each piece of furniture is inspected after it is finished. In our cabinet shop each stick of wood is inspected before it is put into the piece being made. After Roycroft Furniture is installed in the home, the furniture question is settled.

If you are going to want any furniture within the next year, write to us now, telling us what you will want and when you will want it, and we will advise with you. ¶ Send for Catalog.

THE ROYCROFTERS, Furniture Shop East Aurora, Erie County, New York, U. S. A.

# Roycroft Rag Rugs

Woven Roycroftie

Some woven from Historical Colonial Patterns, some Modern Patterns. Good for Halls, Bedrooms, Kitchens, Verandas, Dens or Bathrooms.

Colors—Gray Mixtures, Brown Mixtures, Blue and White. Width, one yard; length, one and one-half to three yards.

PRICE ONE DOLLAR PER YARD

Special line of Bathroom Rugs, fringed, 42x29 in. Pink & white, yellow & white, blue & white, \$2.00

Page Number Twenty-Three

# Initiative

By Elbert Hubbard

HE world bestows its big prizes, both in money and honors, for but one thing. And that is Initiative. A What is Initiative? I'll tell you: It is doing the right thing without being told.

But next to doing the thing without being told is to do it when you are told once. That is to say, carry the Message to Garcia!

¶ There are those who never do a thing until they are told twice: such get no honors and small pay.

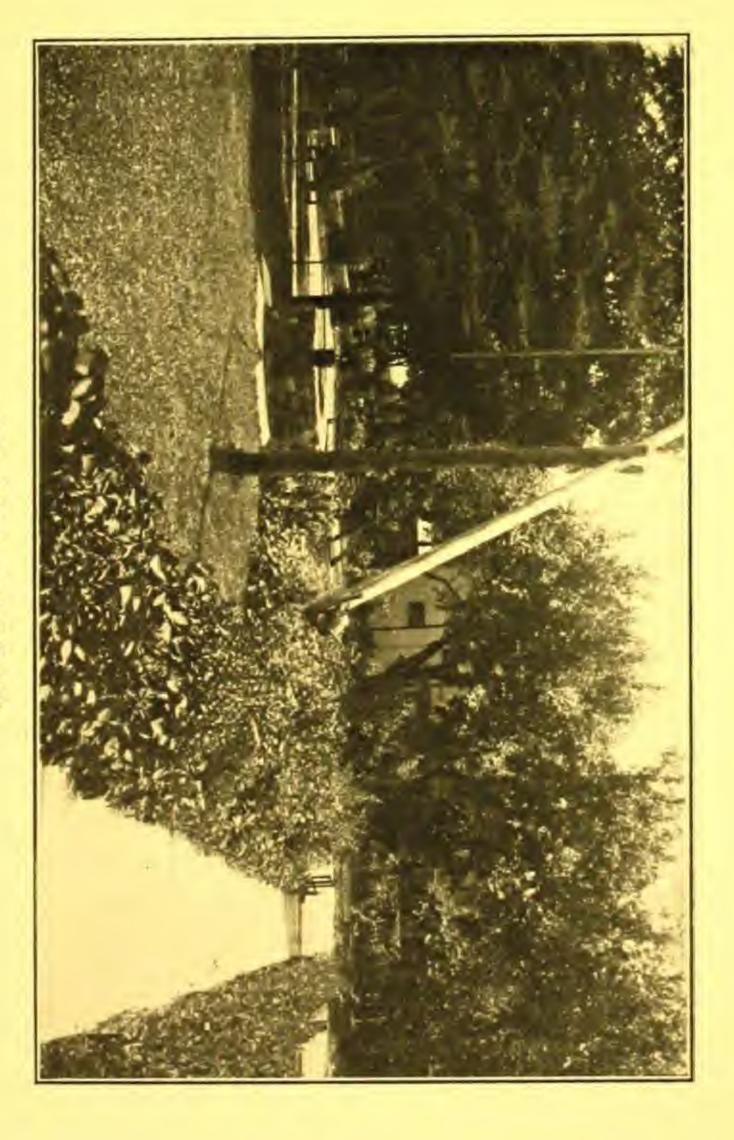
Next, there are those who do the right thing only when necessity kicks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard-luck story.

Then, still lower down in the scale than this, we have the fellow who will not do the right thing even when some one goes along to show him how, and stays to see that he does it: he is always out of a job, and receives the contempt he deserves, unless he has a rich Pa, in which case Destiny patiently awaits around the corner with a stuffed club.

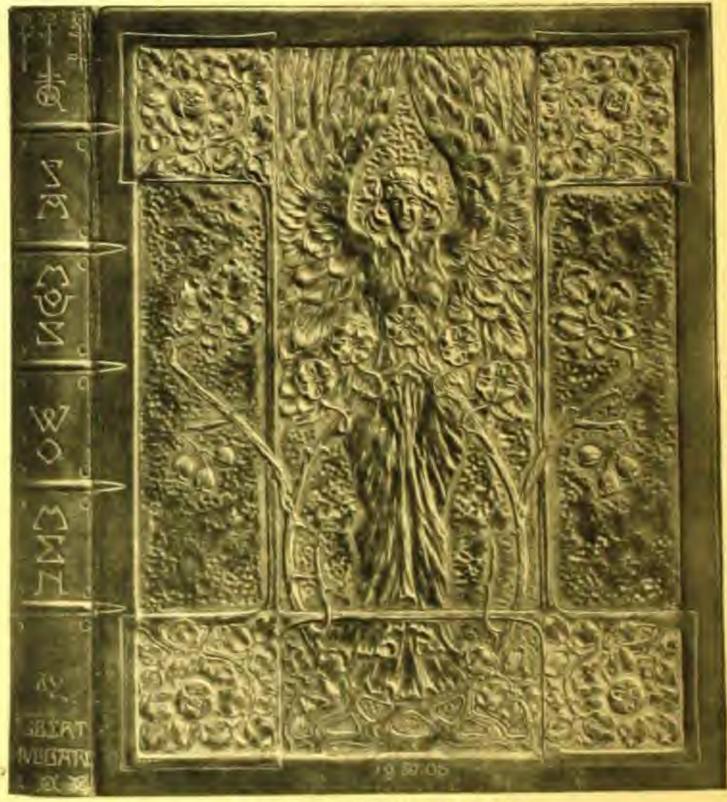
To which class do you belong?

We can supply the above matter printed in large type on handmade paper, hand-illumined, suitable for framing at One Dollar each, or framed "roycroftie" in weathered oak, for \$2.50 each.

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IN THE GARDEN

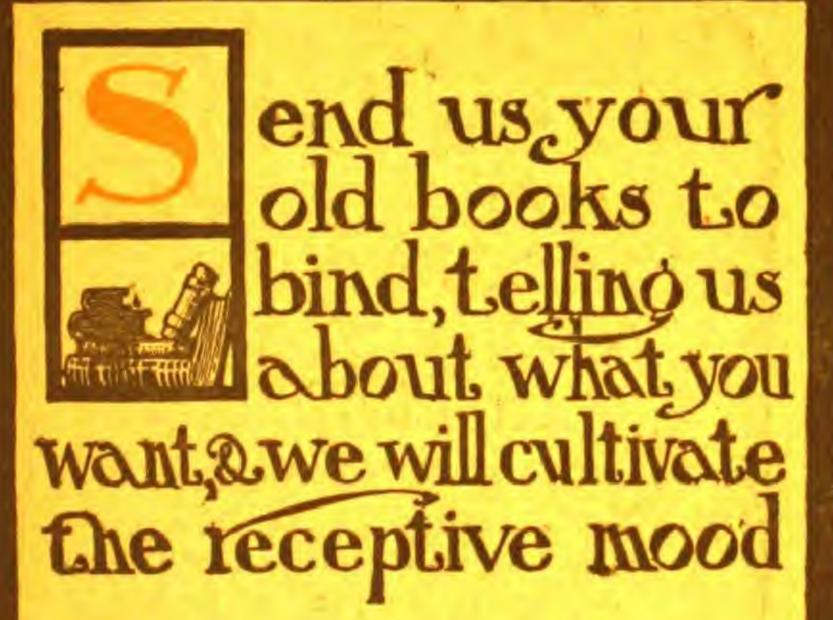


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Special Copy. Binding is Modeled Stained Calf, done by our

Mr. Frederick Kranz. Price, \$250.00

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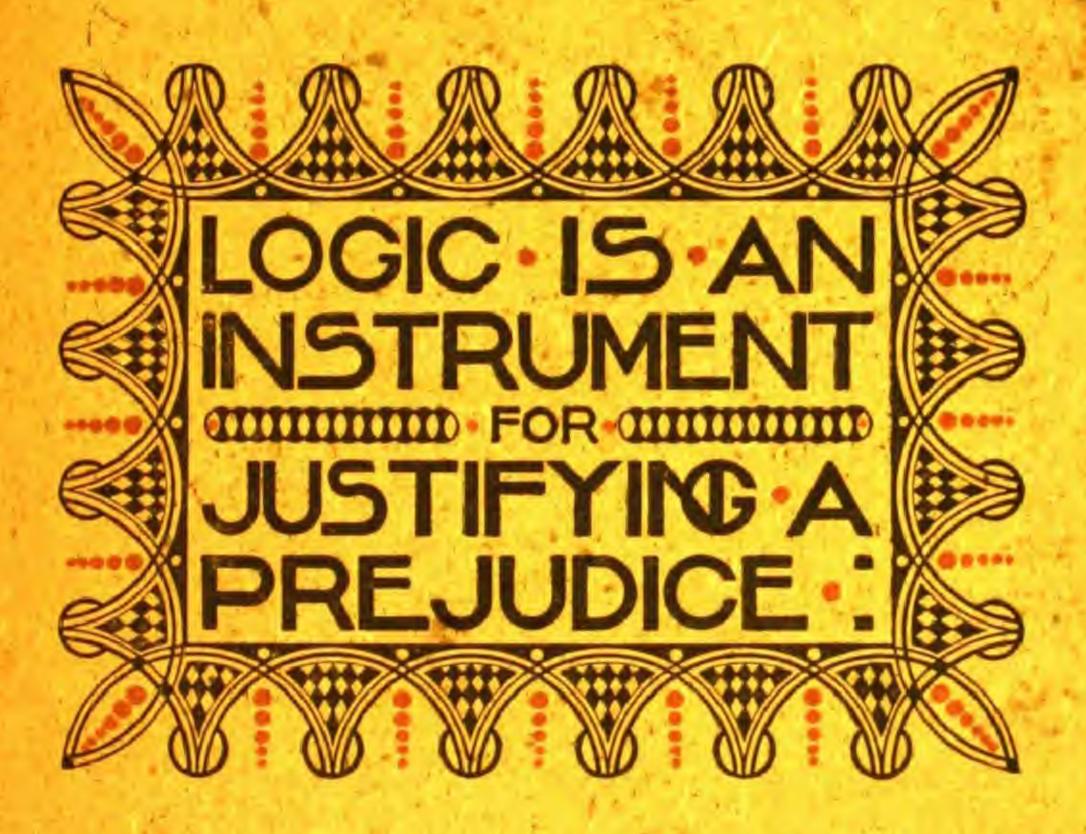


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